



# ILCC News

Volume 49  
Winter 2015-16

## New Director named at Illinois Liquor Control Commission

### U-Jung Choe brings both local, state liquor experience to new post

On September 23, 2015 Illinois Governor Bruce Rauner appointed **U-Jung Choe** as Executive Director of the Illinois Liquor Control Commission (ILCC). A Naperville resident, she brings a wealth of knowledge to her new position, including most recently serving as a liquor commissioner in her hometown.

Previously, Ms. Choe was appointed by Indiana Governor Mitch Daniels to serve as Executive Secretary and Hearing Judge for the Indiana Alcohol and Tobacco Commission.

In her new post in Illinois, Ms. Choe will be responsible for implementing sound control and regulation of the manufacture, sale, and distribution of alcoholic liquor while promoting public safety and temperance in

the consumption of alcoholic liquor. The ILCC also oversees enforcement of laws prohibiting underage alcohol and cigarette sales.

"Making past decisions at both the state and local level will serve her well in her new post," says ILCC Board Chair Connie Beard. "I look forward to working with her in not only protecting the health, safety, and welfare of the people of Illinois, but encouraging the continued economic growth of the state's hospitality industry."

A Dean's List graduate from the College of Law at Syracuse University, Choe's previous experience also includes serving as Indiana Deputy Attorney General, where she handled complex litigation in high-profile cases.

Choe's varied background also includes working as an economic development executive, public defender, and in-house counsel.



### Inside This Issue

Know the laws .....	2
Jan. 26-27 Chicagoland informational meetings .....	2
Recap of 7th Annual College Town Summit .....	3
CTS15 Steering Committee.....	3
Deadline for required server training .....	4
BASSET training dates .....	5
Obvious signs of underage "wannabe" patrons.....	6
FREE informational packets .....	6
Make YOUR ACTIONS MATTER! on Jan. 14 .....	7
Licensees: Has your contact info changed?.....	7
Talk It Up! Campaign .....	7
Tobacco retailer license .....	8

[ILCC.illinois.gov](http://ILCC.illinois.gov)

See pages 4-5 for server training deadlines

## Legislation addresses harm reduction, business expansion, and more



Below is a recap of some of the more prominent liquor-related bills signed into law by Illinois Governor Bruce Rauner during the second half of 2015.

### Alcohol poisoning immunity

To reduce the amount of harm caused by underage alcohol consumption, House Bill 1336 was signed into law (Public Act 99-0447) by Gov. Rauner on August 24, 2015. Shepherded through the Illinois General Assembly by State Representative Scott Drury and State Senator Heather Steans, the new law will shield a minor from being charged for underage drinking when requesting medical assistance for alcohol poisoning. Taking effect June 1, 2016, medical amnesty for alcohol poisoning cases was a main topic at the past two College Town Summits (*see page 3 for more on this year's summit*).

### Craft brewing

On August 24, 2015, Gov. Rauner signed Public Act 99-0448 into law encouraging the continued growth of one of the fastest growing sectors in the liquor industry: Craft brewing. Sponsored by State Rep. Sara Feigenholtz and State Sen. Antonio Munoz,

House Bill 3237 allows brew pubs to sell 155,000 gallons (or 5,000 barrels) of their brands each year for off-premise consumption — an increase from the current 50,000 gallon limit. Additionally, current Illinois craft brewers will now have the option of applying for either a Class 1 Brewer license (which maintains the previous limit of brewing 30,000 barrels of product per year) or a Class 2 Brewer license, which allows for the sale of 120,000 barrels a year and operation in up to three brew pubs. The new law, which took effect immediately upon its signing, also defines the types of social media advertising allowed between the retailer, distributor, and manufacturer tiers.

### Powdered alcohol ban

Senate Bill 67, sponsored by State Sen. Ira L. Silverstein and State Rep. Laura Fine, was signed into law by Gov. Rauner on July 15, 2015 (Public Act 99-0051). This legislation bans the sale, delivery, or receipt of powdered alcohol (or "palcohol"), a new product which combines powder and water to make  
*see "Know the laws" on page 3*

## January 26-27 Chicagoland meetings on new server training law

Due to the interest in the Illinois Liquor Control Commission's Fall 2015 regional meetings regarding the new server training mandate (which will be in effect in all Chicagoland counties on July 1, 2016), two more meetings in northeastern Illinois will be held on the below dates (*please turn to pages 4-5 for more details on the new law*):

- **Chicagoland South: Tues., January 26, 10am**  
Shorewood Village Hall, 1 Towne Center Blvd,  
Shorewood, IL 60404
- **Chicagoland North: Wed., January 27, 10am**  
Buffalo Grove Village Hall, 50 Raupp Blvd,  
Buffalo Grove, IL 60089

These meetings are open to mayors and other local elected officials (trustees, clerks, county chairs),

law enforcement (police officers, chiefs, sheriffs), health/prevention professionals, and any other individuals who wish to become a Beverage Seller/Server Education & Training (BASSET) instructor. Current licensed BASSET providers will also be on hand to present their programs.

Through these meetings, the ILCC hopes to encourage local officials to take the lead on providing BASSET instruction at the local level, ensuring the best possible training environment. Information on the new happy hour changes will also be discussed during these meetings.

*Registration is required and space is limited! To register for one of the two meetings, please visit [ILCC.illinois.gov](http://ILCC.illinois.gov) and click on the menu bar's CALENDAR tab.*

## ILCC News

Article suggestions are welcome!

The Commission welcomes your input to enhance the *ILCC News* publication. If you have a suggestion for an article topic or a helpful hint to share with other licensees, please contact the Commission's Chicago Office.

*ILCC News* is published by the Illinois Liquor Control Commission for state liquor licensees, local government officials, industry associations and related government agencies.

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Printed by the Authority of the  
State of Illinois.  
28,000 copies (01/16)  
IOCI 0094-16



## Recap of 7th Annual College Town Summit



Illinois Licensed Beverage Association Executive Director Dan Clausner and ILCC BASSET Manager Lee Roupas at the CTS15 Carbondale site.

Over 100 stakeholders from throughout the state attended the Illinois Liquor Control Commission's (ILCC) **7th Annual College Town Summit (CTS15)** held on November 18, 2015. Co-hosted by Eastern Illinois University and Southern Illinois University, this year's summit was held in dual locations for the first time to allow for reduced travel time by the attendees.

Presentations during CTS15 focused on how to address high-risk alcohol use as it relates to the following topics:

- **Serving alcohol responsibly (BASSET):** Attendees received an overview of the new statewide training law (see page 5 for more details), and how one college town plans to embrace it.
- **New Happy Hour Law:** An explanation of what is allowed under the law, and clari-

fication on common happy hour practices.

- **Alcohol poisoning immunity:** Presenters learned details on this new harm reduction law, and its possible "town/gown" implementation.
- **A scientific measurement of party schools:** An exploration of national "party school" rankings and how they compare to more science-based surveys.
- **Motivational Interviewing:** An introduction of how this successful prevention strategy can be employed by nearly all college town stakeholders.

Following a break for lunch, attendees in both Carbondale and Charleston then gathered for more in-depth discussions on the above topics in breakout groups. Finally, all CTS15 attendees came together to review each of breakout session discussions.

"We had many new attendees this year, several of which relayed how the summit exceeded their expectations," says ILCC Education Manager Ted Penesis, who organized the effort. "This success can be directly attributed to the hard work completed by the CTS15 Steering Committee (see box at right), who not only created the agenda but led the discussions during the breakout sessions."

Planning will begin shortly for CTS16. All college town stakeholders—including elected officials, school administrators, prevention professionals, hospitality workers, and law enforcement — are encouraged to be a part of the process.

Please visit [www.DontBeSorry.org](http://www.DontBeSorry.org) for notes from this year's breakout session discussions. If you have questions or wish to serve on the 2016 steering committee, please email [ted.penesis@illinois.gov](mailto:ted.penesis@illinois.gov) or call 312-814-4802.

### CTS15 Steering Committee

#### Dan Clausner

Illinois Licensed Beverage Association

#### David Closson

Illinois Higher Education Center

#### Eric Davidson

Eastern Illinois University

#### Scott Hays

University of Illinois

#### Liz Hamilton

Chestnut Health Systems

#### Nichole Leon

Wine and Spirits Distributors of Illinois

#### John Massie

Southern Illinois University

#### Ted Penesis

Illinois Liquor Control Commission

#### Lee Roupas

Illinois Liquor Control Commission

#### Mary Russell

University of Illinois

#### Sarah Steinkamp

Southern Illinois University

#### Tina Tsatsoulis

Illinois Liquor Control Commission

#### Stephanie Vojas

Associated Beer Distributors of Illinois

#### John Wenzel

Illinois State Police

### Know the laws *continued from page 2*

an alcoholic drink. Those charged under this law are subject to a Class A misdemeanor for a first offense and a Class 4 felony for a second or subsequent offense. The ban takes effect January 1, 2016.

#### Happy hours, statewide server/bouncer training

As discussed in the Fall 2015 edition of *ILCC News*, the passage of Senate Bill 398, which took effect upon being signed into law

by Gov. Rauner on July 15, 2015 (Public Act 99-0046), reinstated many previously banned happy hour practices and expanded alcohol server training (BASSET) statewide. Please check local ordinances before conducting any new happy hour promotions as local liquor licensing authorities may be more restrictive than state law. (See pages 4-5 for implementation on the training aspect of the law, and visit [ILCC.illinois.gov](http://ILCC.illinois.gov) (click on the FAQs tab) for detailed happy hour information.



## Deadline fast approaching for required BASSET server training

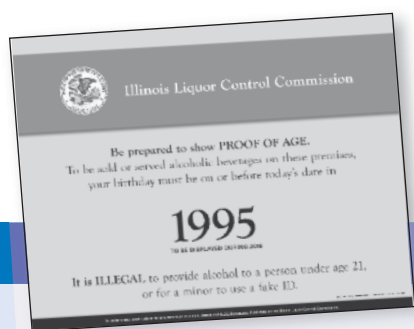


Christopher Greenwood, from the City of Rockford, instructing sellers and servers in the Rockford area.

### City of Rockford gets a head-start on BASSET with local ordinance

The hospitality industry should take a bow; the number of its employees now Beverage Alcohol Seller/Server Education & Training (BASSET) certified is approaching the 100,000 mark, with over 55,000 of those trained in just the last nine months!

If your staff still needs to be trained, visit [ILCC.illinois.gov](http://ILCC.illinois.gov) on the web and click on the menu bar's **CALENDAR** tab (choose the "Upcoming BASSET Classes" link at the top of the page). You can also conduct a search of all cardholders by visiting the **BASSET Card Lookup** database at [www.illinois.gov/ILCC/CardLookup](http://www.illinois.gov/ILCC/CardLookup).



DO NOT throw away your current 2015 "Proof of Age" signs, as these signs are no longer distributed to licensees.

However, 2x4 labels with the year "1995" (for placement over the old year) are currently available along with printable 2016 signs. Please visit our home page [ILCC.illinois.gov](http://ILCC.illinois.gov) (click on the menu

Of course, one of the main reasons for the increase in professional training is the new state law requiring servers to be trained.

The law is currently in effect in Cook County, with other counties following suit shortly (*see map on the following page for the dates of when this law takes effect*).

But another key reason for this increase is due to local jurisdictions such as the City of Rockford, which implemented a local ordinance in July 2015, requiring all sellers and servers to be trained.

Sharing her city's experience with BASSET is Delicia Harris from Rockford's Human Services Department. "When the BASSET ordinance was first passed by the city council, we sent letters to every liquor licensee in town listing our BASSET class offerings held at different times and days during the week – including mornings, evenings, and weekends," relates Harris, who teaches BASSET along with her colleague Christopher Greenwood.

They also conducted on-site training at some of the larger establishments as a courtesy to ensure all staff was trained.

"From both a trainer and student perspective, the experience has been quite positive," she continues. "One class, in particular, really hit home for the trainees; a young lady openly shared how difficult

her life became after losing her driver's license due of a drunk-driving arrest."

The one negative training experience ultimately turned into a *teachable moment* thanks to the Rockford Police Department. Harris explains: "We were training three sites simultaneously. The host site brought in food and beverages which created a distraction. Unfortunately, they were cited during an underage compliance check shortly after completing the class."

Participating in the compliance operation were Rockford Alcohol Free Teens (RAFT), a group overseen by Harris and Greenwood, and funded in part by the Illinois Department of Human Services and Office of Juvenile Justice and Delinquency Prevention. "It's a perfect example of education and enforcement working hand-in-hand," she says. "After this experience, we banned food and beverages from future classes."

New Illinois Liquor Control Commission Executive Director U-Jung Choe is pleased with Rockford's educational and enforcement efforts, and believes they have tapped into a formula for success which can be replicated throughout the state.

"The passage of a local BASSET ordinance, followed up by compliance checks, is crucial to keeping all Illinois citizens safe,"

### 2016 "Proof of Age" signs and "1995" stickers

bar's **RESOURCES** tab, then choose "Order Materials") for links to the sticker order form, printable signs, and a variety of other educational materials and signage (including the required Government Warning Sign).





If you have any questions regarding required signage in your establishment, please visit the **FAQs** tab on the [ILCC.illinois.gov](http://ILCC.illinois.gov) website.

To view liquor-related ordinances in over 1000 local jurisdictions throughout Illinois, visit [ILCC.illinois.gov](http://ILCC.illinois.gov) (choose the **RESOURCES** tab, then click on the “Local Survey” link). For more information about the City of Rockford’s BASSET program and its schedule of classes, please contact Delicia Harris at 779-348-7573. The cost is \$25 per person.



## Alcohol server training to be required statewide

All Illinois on-premise alcohol servers (and those checking identification for alcohol service) are required to complete a **Beverage Alcohol Sellers/ Servers Education and Training (BASSET)** class every three years according to the below schedule:

-  BASSET certification currently required
-  BASSET certification required by **July 1, 2016**  
(counties with 200,000+ people)
-  BASSET certification required by **July 1, 2017**  
(counties between 30,000-200,000 people)
-  BASSET certification required by **July 1, 2018**  
(counties with 30,000 people or less)

[illegible]



## Obvious signs of underage "wannabe" patrons

By Lee J. Roupas, ILCC BASSET Program

A server should analyze every patron that enters their establishment. In seller/serving training courses, customer awareness is highly emphasized.

Servers should be observant of guests' appearances and behavior. This is especially important when minors attempt to purchase alcohol or gain entrance into a bar or nightclub using fake identification while trying to "act" of age. There are noticeable physical characteristics, behavioral signs and dress attire that can distinguish an underage person.

For example, **physical characteristics** of a minor could include the following:

- Excessive acne;
- Lack of a mature or full beard;

- Little or nonexistent eye wrinkles;
- Smaller, less developed bodies; and
- A higher pitched voice.

Some **behavioral cues** to scrutinize:

- Nervousness (including no eye contact, short answers to questions, awkwardness, arms crossed or hands folded in front of the body);
- Loud giggling, cocky attitude, or "tough guy" demeanor; and
- Standing tall or having a forced erect posture.

**Dress attire** should also be closely observed. Some clues include:

- Extremely trendy clothing and jewelry, excessive hair treatment, and makeup;
- Too much cologne or perfume; and
- Wearing clothing or hats with college logos.

If the minor is arriving with one or more companions, the server or door host should

assess each member of the group. Do they all look young or is the minor accompanied by older persons?

Remember, it is best to card everyone at the same time, with each guest asked to take the IDs out of their wallets. Not only would prevent passing the ID off to the next person, but the signs of nervousness may become more evident.

Proper carding procedures are all about prevention and protecting your business from the risk of a fine. The best place to detect the underage "wannabe" guest is at the door, before they can enter the establishment.

For more BASSET Program details—including a list of upcoming classes to be held throughout the state plus video class previews—please visit [www.illinois.gov/ILCC/basset](http://www.illinois.gov/ILCC/basset). To contact Lee Roupas, call 312-814-0773 or send an email to [lee.roupas@illinois.gov](mailto:lee.roupas@illinois.gov).

## Retailers: Order your FREE informational packet today!

The following FREE Illinois Liquor Control Commission materials are available to all licensees by visiting [ILCC.illinois.gov](http://ILCC.illinois.gov) and choosing the **RESOURCES** tab on the menu bar:

- Overview of the ILCC.
- Illinois Liquor Control Act.
- "Happy Hour FAQs" and "Just the Facts" fliers.
- Alcohol "Proof of Age" and "Pregnancy Warning" signs.
- Past "ILCC News" quarterly newsletters.
- ID Checking Guide and BASSET Program brochure.
- "We Card Hard" door decal.
- "Kids Can't Buy 'em Here" tobacco kit order form.
- "Operation Straight ID" brochure.
- And much more!





## Make YOUR ACTIONS MATTER! on January 14...



Numerous youth from Decatur (including those above during an April 2015 event) have conducted past YOUR ACTIONS MATTER! activities.

The Illinois Liquor Control Commission (ILCC) will hold a conference call on **Thursday, January 14, 2016 at 3pm** to discuss this spring's **YOUR ACTIONS MATTER!** statewide event as well as the future of this underage drinking awareness campaign.

Please forward this note to those whom you believe would be interested in this

prevention effort. Thousands of Illinois youth and adult volunteers have participated in past campaigns, and the ILCC wants to ensure the program remains fresh and relevant for its various audiences.

Please dial **888-494-4032** to participate in the call (enter access code **393-676-9852**) at the date and time indicated at the top of this message. To better plan the agenda, all call participants are encouraged to register for the conference call by visiting [ILCC.illinois.gov](http://ILCC.illinois.gov) and clicking on the menu bar's **CALENDAR** tab.

Until then, visit [www.YourActionsMatter.org](http://www.YourActionsMatter.org) to learn more about this annual educational activity or contact ILCC Education Manager Ted Penesis at 312-814-4802 or via email at [ted.penesis@illinois.gov](mailto:ted.penesis@illinois.gov).

## Licensees: Has your contact info changed?

### A friendly reminder to licensees:

It is important to review your license information on a quarterly basis.

Illinois Liquor Control Commission (ILCC) special agents have noticed an increase in the number of dropped land telephone lines, incorrect contact information for seasonal businesses (such as wineries and golf courses), and other incorrect phone numbers (for example, when business partners change).

To change your contact information, please call the ILCC Licensing Division at 312-814-2206.

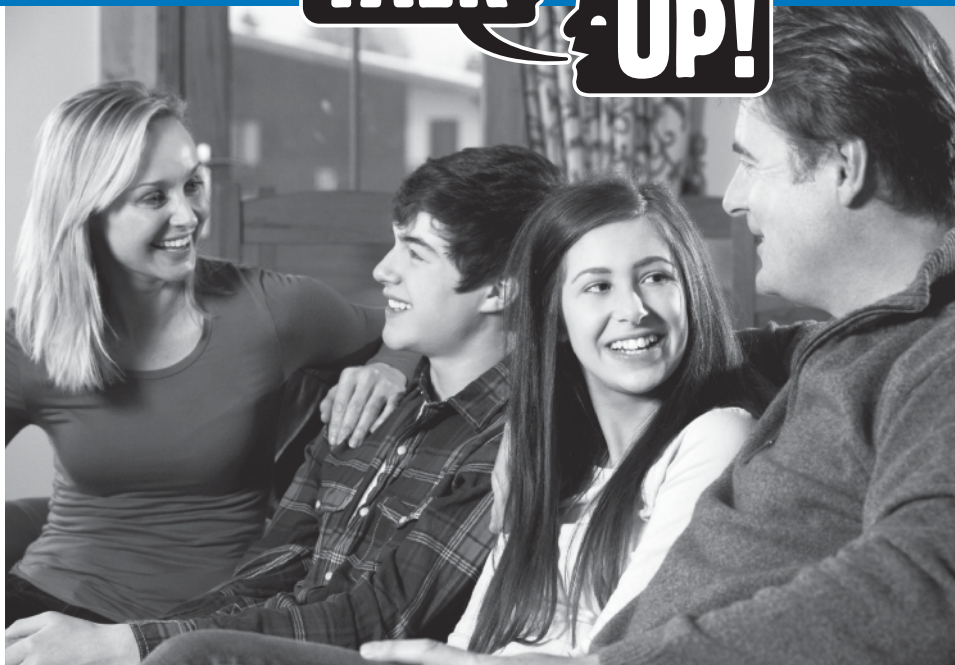
## It's time to "Talk It Up" with your kids...

The Illinois Liquor Control Commission's (ILCC) **Talk It Up!** campaign is designed to combat high rates of underage drinking through parental involvement.

Why involve parents? Because research shows that contrary to popular opinion, kids DO listen to their parents. Parents who are involved in their children's day-to-day lives, who talk to their kids about good decision-making, who give them the support to say no, and provide fun alternatives to alcohol have remarkable success.

### Start the conversation early!

Talk It Up! is aimed at parents of 8th grade students, and taps into the power of parents to make positive change. The campaign gives parents the education, resources, and tools to get talking — and keep talking — with their kids. To get the word out, we are employing a variety of



communication vehicles: Radio ads and TV spots, billboards and bus cards, social media community engagement, blog posts, a redesigned website and more.

To learn more about the ILCC's Parental Responsibility program, visit [ILCC.illinois.gov](http://ILCC.illinois.gov) and click on the **EDUCATION** menu bar tab (choose the "Parental Responsibility" link).

## Illinois Liquor Control Commission



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**James Pandolfi**  
**Maria Saldana**  
Commissioners

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## New license required for retailers of cigarettes and other tobacco products



Effective January 1, 2016, Illinois tobacco retailers must be licensed with the Illinois Department of Revenue (IDOR) to make sales of cigarettes and other tobacco products at retail. Please visit [MyTax.illinois.gov](http://MyTax.illinois.gov) on the web to complete the application and pay the \$75 annual fee, both of which must be submitted electronically.

A few notes about the new law:

- Retailers selling cigarettes or other tobacco products from multiple locations must obtain a license and pay a yearly \$75 fee for each retail sales site.
- Licensed secondary distributors of cigarettes must also obtain a retailer license to continue selling cigarettes at retail.
- Currently, retail sellers of electronic cigarettes ("e-cigs") are not required to obtain a cigarette retailer license.

- Licensed cigarette distributors, secondary distributors, tobacco products distributors, or manufacturer representatives selling stamped cigarettes or other tobacco products to licensed retailers must ensure that their license numbers are printed on all invoices given to retailers.

Again, go to the [MyTax.illinois.gov](http://MyTax.illinois.gov) website for the new Illinois tobacco retailer license application. And don't forget to visit the Illinois Liquor Control Commission's [Kids Can't Buy 'em Here](http://KidsCan'tBuy'emHere.com) website to learn more about minimum-age tobacco laws and order required signage, age-verification training guides, and various point-of-sale posters.

Simply type in [ILCC.illinois.gov](http://ILCC.illinois.gov), choose the **EDUCATION** tab, then click on the "Smoking and Tobacco " line to access the [Kids Can't Buy 'em Here](http://KidsCan'tBuy'emHere.com) website.



See page 1 for new ILCC director

ILCC News Winter 2015-16